

**Friends of the Rouge Board of Directors Meeting Minutes
December 9, 2015
U of M Environmental Interpretive Center
Dearborn, MI 48128**

Directors Present: Keith Armitage (KA), Alice Bailey (AB), Adam Cloutier (AC), Mike Darga (MD), Heather Esper (HE), Chester Marvin (CM), Mike McNulty (MM), Dave Norwood (DN), Carla Rigsby (CR2), Brandy Siedlaczek (BS), William Stone (WS), Susan Thompson (ST), Steve Weis (SW)
(14 total)

Directors Excused: Andrew Hoffman (AH) (1 total)

Directors Absent: none (0 total)

Staff Members Present: Aimee LaLonde-Norman (ALN), Sally Petrella (2 total)

1) CALL TO ORDER – President Michael Darga called the meeting to order at 5:10 pm

2) APPROVAL OF AGENDA

Motion to approve the agenda made by CM, second by KA, motion carried.

3) EARTHSHARE PRESENTATION

Natalia Petraszczuk, Midwest Regional Director

Presentation about the EarthShare organization for the FOTR Board. EarthShare has 600 carefully screened nonprofits and working with \$300 million in charitable giving

EarthShare has an incentive program for introduction to employers or 500 employees or more. FOTR is eligible to a minimum of \$1000 up to \$2500 for larger employers if they help with obtaining contacts.

4) APPROVAL OF BOARD MINUTES

a. Minutes November 11, 2015

Motion to approve minutes made by BS, second by CM, motion carried.

5) REPORTS

a. Executive Director

The MDEQ NPS grant is in review and FOTR can bill retroactively

The billboards with FOTR logo and water quality message are up in the Metro Detroit area

The newsletter is generating some donations; 2000 newsletters printed, 1400 distributed by mail; generating \$1393 from the appeal

Additional funding was received from Norfolk Southern and ETE Energy

Two intern positions were posted through January 3, 2016

FOTR Board/staff lunch is next Tuesday at the UFO Factory Detroit

i. Rouge Education Project (REP)

A Southfield school is returning to the REP

ii. River Restoration/Volunteer Monitoring (PI)

Rouge Rescue is coming up May 31, 2016

The ARC is funding benthic macroinvertebrate monitoring through 2016. The 2015 Fall Bug hunt report is posted on the website

The U-M Water Center is going to assist with public information for the Round Goby in the Rouge watershed

b. Membership Update/Committee

Membership numbers are up 2 since last month's report

c. Fund Development Committee

Written committee report distributed and discussed The major gift subcommittee met a few times. The committee discussed how to increase attendance of the Rouge Cruises .

d. Finance Committee/Treasurer

i. October 2015

Motion to approve October 2015 report made by DN, seconded by ST, motion carried.

ii. Trend analysis- discussion on hold until next board meeting

iii. 2016 budget- motion to approve the 2016 budget as presented made by ST, seconded by MM.

Motion carried

6) NEW BUSINESS

a. Reorganization Investigation

No investigation committee meetings were held since October 2015.

i. FOTR started stakeholder engagement meetings. Met with FOTR staff and provided updates on the reorganization. Will know by January 2016 board meeting what the stakeholder positions are. Some corporate sponsors were contacted as part of the stakeholder discussions.

b. 30th Anniversary

i. Planning

Ideas discussed for the 30th Anniversary celebration. More information forthcoming

ii. Marketing

Two marketing firms responded to RFP, Franco PR and Hunch Free. The proposals were discussed by the Board. Motion to approve Franco PR to do the branding/PR for the 30th Anniversary for up to \$5,000 made by DN, BS. Motion carried.

iii. Letter from the River

AC is drafting a letter "from the river" for fundraising.

c. Board training

d. Additional issues from the floor

e. Sign thank you letters/individual updates

7) ADJOURNMENT

Motion to adjourn made by ST, second by BS, motion carried.

Meeting adjourned at 6:15pm

Respectfully Submitted by:

Susan Thompson
FOTR Secretary